



SENIOR

FARMERS MARKET

Nutrition Program



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About JCFM



The Jefferson County Farmers Markets is the nonprofit that leads the Port Townsend and Chimacum farmers markets. Mission to support local farmers and artisans with vibrant marketplaces that cultivate community and provide access to healthy food for all. 2025 is 33rd season, 20th year of operating food access programs.

Senior FMNP

The Seniors Farmers Market Nutrition Program (SFMNP) provides seniors who qualify access to locally grown fruits, vegetables, herbs, and honey from June through October. Adults 60 years old (55+ if you are Native American/Alaska Native) and with household incomes as high as \$2,322 for an individual or \$3,152 for a household of two are eligible for SFMNP. Participants receive \$80 in fresh food benefits seasonally.



SFMNP in 2024

In 2024, JCFM was the first farmers market in WA to administer SFMNP. Working in partnership with the Jefferson County Food Bank Association, WSU Jefferson/Clallam County Extension, and OlyCAP, we grew SFMNP to reach 120% more seniors in Jefferson County last year, offering bulk produce or benefit card options.



SFMNP RFP March

The USDA funds SFMNP with funds administered by O3A. The contract to administer SFMNP in Jefferson and Clallam County opens in March.

Grant OCH

JCFM received a grant from the Olympic Community of Health to expand SFMNP. This grant starts in January-December 2025.



Expanding SFMNP in 2025

If awarded the SFMNP contract we plan to:

1. Partner with WSU, Food Banks, OlyCAP, and local farms to design a distribution plan for fresh produce shares to low-income seniors
2. Distribute fresh produce at the food banks across the two counties July-October
3. Register seniors for a bulk produce share or fresh produce benefit card
4. Outreach at farmers markets, food banks, and meal sites
5. Recruit seniors as peer-to-peer educators



The Team



Amanda
Milholland
JCFM Executive
Director



Sallie
Constant
WSU Farm to
Community
Coordinator



All of You!
Food Bank and
Farmers Market
Managers, OlyCAP,
Ambassadors



Local Farms
Jefferson and
Clallam County

Partnering for Success

JCFM AND WSU

Grant Management

JCFM lead on SFMNP contract and grant funds, grant reporting, SFMNP application entry, distributing funds

Training

WSU and JCFM will provide training to the food bank and farmers market volunteers and staff and well as Food Access Ambassadors

Bulk Produce Plan

WSU will work with food bank managers, OlyCAP, and farmers to design a receiving, aggregation, and distribution plan for bulk produce

Supplies

Packing material for fresh produce shares, SFMNP applications, milage reimbursement

FOOD BANKS/OLYCAP

Distribution

Receive, aggregate and distribute fresh produce shares

Registration/Outreach

Support seniors in applying for SFMNP and get applications to Sallie or JCFM

Recruit

Identify senior Food Access Ambassadors [peer-to-peer education/outreach]

Stories

Share impact stories with JCFM

FARMERS MARKETS

Registration/Outreach

Support seniors in applying for SFMNP and get applications to Sallie or JCFM

Recruit

Identify senior Food Access Ambassadors

Stories

Share impact stories with JCFM

PROPOSED PLAN

Support Your Work

Fresh



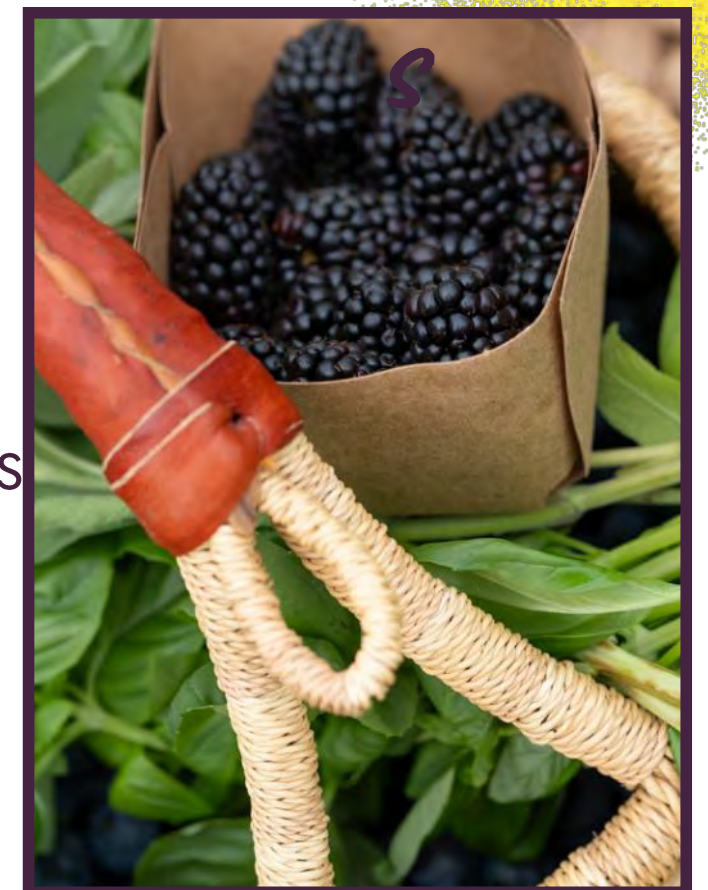
Stipend



JCFM will provide each food bank, OlyCAP, and the Clallam County farmers markets with the following:

- \$1,000 stipend
- Support and training
- Reusable bags for bulk produce shares + other packaging materials as needed
- Mileage reimbursement for food distribution

Supplies



Food Access Ambassador Budget
\$250/mo, May-August, up to 10 people



Long Term Goal

Expand Senior Food Access


Utilize all of the SFMNP funds available for our communities every year to nourish seniors experiencing food insecurity, especially those who are at the highest risk for hunger

Develop Systems

Work with you to develop strong systems and partnerships to support bulk food and SFMNP card distribution in our communities

Train and Support

Train partner organizations to create a foundation for the success of SFMNP long-term under the leadership of a Clallam-based organization starting in 2027



Contact

Amanda Milholland
info@jcfmarkets.org
360-379-9098





**WIC FARMERS MARKET NUTRITION
PROGRAM**



HEALTHY FOOD & NUTRITION TIPS

A COMMUNITY OF EXPERTS & PEERS TO SUPPORT YOU

BREASTFEEDING SUPPORT

Public Health
Seattle & King County 

LINDSAY IRION, RDN, CD

PUBLIC HEALTH SEATTLE & KING COUNTY

WIC FMNP PROGRAM LEAD

KEY FACTS ABOUT PHSKC WIC

- **PARTICIPANTS SERVED: 7,600/MO**
- **TOTAL CASELOAD: 23,000**
- **LANGUAGES: 41+**
- **STAFF WORKING IN PROGRAM: 125**

A background image of several ripe red apples with some yellow-green highlights, arranged in a dense, overlapping pattern. The apples are the central focus of the slide's background.

CONTENTS

- **SETTING THE STAGE**
- **GOALS & STRATEGIES**
- **OUTCOMES & LEARNINGS**

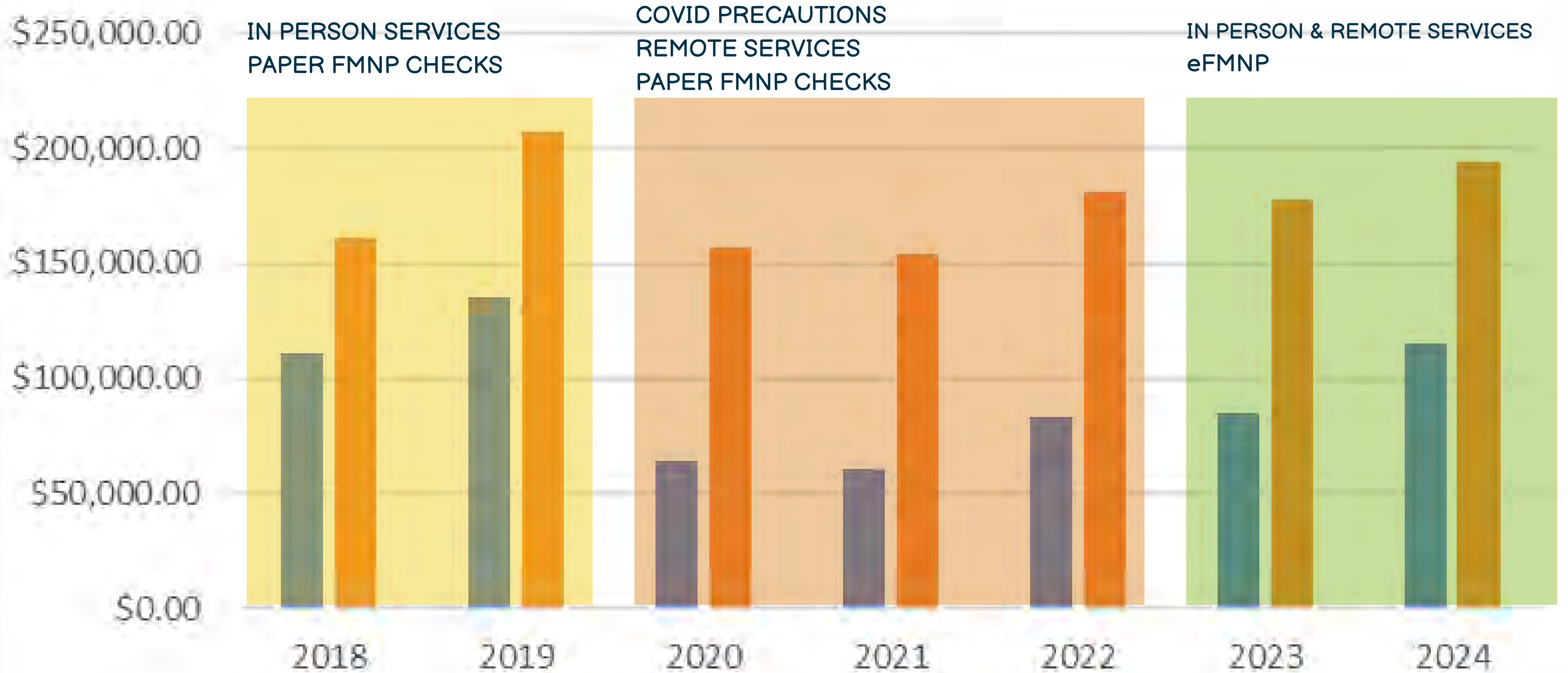
SETTING THE STAGE

- AGENCY ALLOCATIONS ONLY COVER 30% OF ELIGIBLE PARTICIPANTS.
- WIC PARTICIPANTS ARE ON TRI-MONTHLY BENEFITS CYCLE.
- REQUIRED ADVERTISING 3 MONTHS PRIOR TO START OF FMNP SEASON TO GIVE ELIGIBLE FAMILIES EQUITABLE ACCESS TO BENEFITS.
- NO INTEGRATED TEXT/EMAIL MESSAGING TO PUSH MESSAGES TO LARGE GROUPS.

SETTING THE STAGE

- STAFF MUST MANUALLY ISSUE BENEFITS TO EACH FAMILY IN OUR COMPUTER SYSTEM.
- FOR EACH FAMILY ISSUED FMNP BENEFITS, STAFF MUST MANUALLY DOCUMENT ISSUANCE.
- FOR EACH FAMILY ISSUED FMNP BENEFITS, STAFF MUST COMPLETE AND MANUALLY DOCUMENT NUTRITION EDUCATION ABOUT FRUITS AND VEGETABLES.

FMNP Total Dollars Redeemed by Year 2018-Present





GOALS

- **INCREASE REDEMPTION**
- **INCREASE MARKET ENGAGEMENT**
- **IMPROVE PARTICIPANT COMMUNICATION**
- **DECREASE TIME COST TO WIC STAFF**



STRATEGIES

- PHASED FMNP DISTRIBUTION
- EARLIER FMNP DISTRIBUTION
- EXPAND MARKET REACH
- PERSONALIZED COMMUNICATIONS

HYPOTHESIS

PHASE 1:

ISSUE FMNP BENEFITS AT ADVERTISED “FARMERS MARKET EVENTS” STAFFED BY OUR CLINIC WIC STAFF

**Highest
Redemption**

PHASE 2:

ISSUE BENEFITS TO FAMILIES WHO REDEEMED FMNP BENEFITS IN THE PREVIOUS YEAR. SEND E-MAIL OR TEXT NOTIFICATION WHEN BENEFITS ARE ISSUED.

**Next Highest
Redemption**

PHASE 3:

ISSUE BENEFITS TO FAMILIES WHO EXPRESSED INTEREST IN RECEIVING FMNP BENEFITS, BUT DID NOT RECEIVE BENEFITS IN THE PREVIOUS TWO PHASES. SEND E-MAIL OR TEXT NOTIFICATION WHEN BENEFITS ARE ISSUED.

**Lowest
Redemption**



EARLIER FMNP DISTRIBUTION

- **START ADVERTISING IN MARCH**
- **START FARMERS MARKET EVENTS IN EARLY JUNE**
- **FINISH FMNP DISTRIBUTION BY AUGUST**
- **HYPOTHESIS: ADDITIONAL TIME WITH BENEFITS AVAILABLE --> ADDITIONAL REDEMPTION**

EXPAND MARKET REACH

NO WRONG DOOR POLICY

10 ESTABLISHED MARKETS

8 NEW MARKETS

26 TRADITIONAL MARKET EVENTS

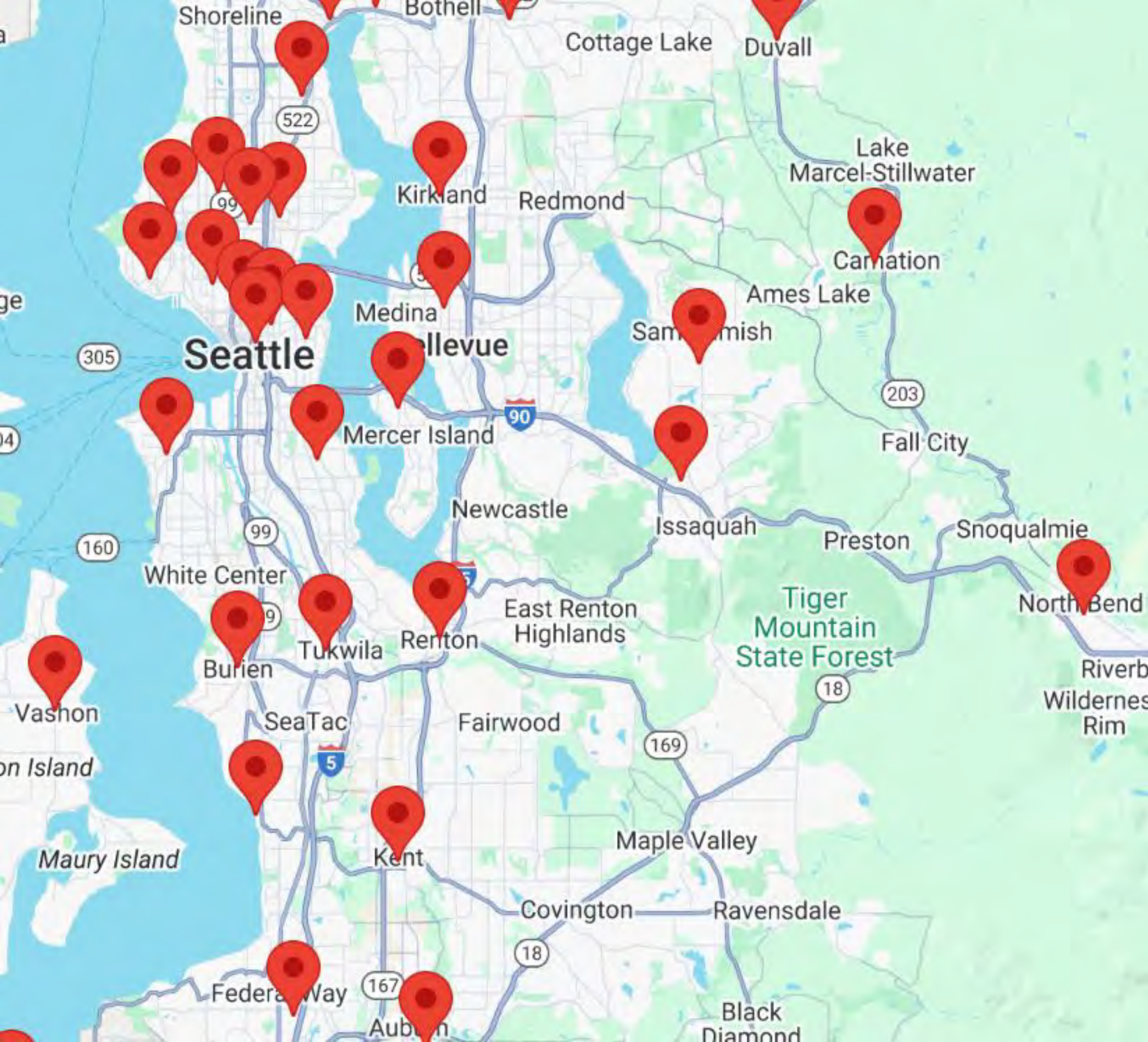
4 SELF-SERVICE MARKET EVENTS

HYPOTHESIS: ADDITIONAL

LOCATIONS AND MODES -->

ADDITIONAL REDEMPTION





ESTABLISHED MARKETS:

CROSSROADS

RENTON

COLUMBIA CITY

BURIEN

FEDERAL WAY

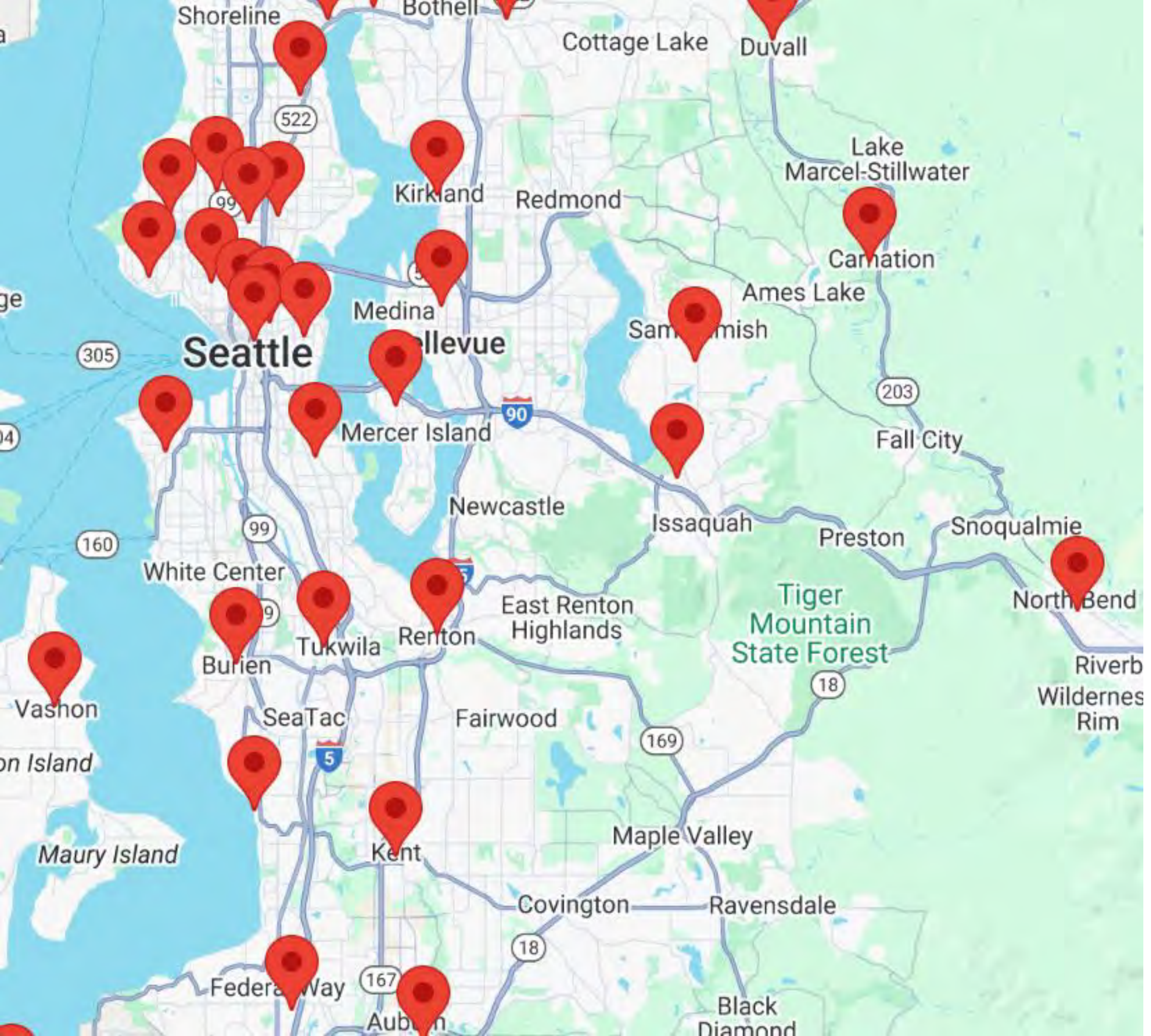
AUBURN

LAKE CITY

MADRONA

DES MOINES

KENT



NEW MARKETS:

WEST SEATTLE

CAPITOL HILL

SHORELINE

TUKWILA VILLAGE

NORTH BEND

ENUMCLAW

MAPLE VALLEY

NEW & SELF-SERVICE

MARKET:

BELLEVUE

TRADITIONAL EVENT:

- WIC STAFF AT MARKET
- SEPARATE OR SHARED TENT
- INTERNET CONNECTION AND POWER SUPPLY



SELF SERVICE:

- NO WIC STAFF AT MARKET
- SIGNAGE AT MARKET INFO BOOTH
- WIFI OR GOOD CELL PHONE SERVICE

wic
at the Bellevue Farmers Market

Scan the QR Code below to request your WIC Farmers Market Benefits!

Benefits are available on a first come, first serve basis to active participants at least 1 year old.
This is a one-time benefit each summer.



<https://forms.office.com/g/P4jZBxQD9>

¡Escanee el código QR de arriba para solicitar sus beneficios del mercado de agricultores de WIC!

Los beneficios están disponibles por orden de llegada para los participantes vigentes de al menos 1 año de edad.
Este es un beneficio único que se ofrece cada verano.

Public Health
Seattle & King County 

PERSONALIZED COMMUNICATIONS

MARCH-MAY

INTRODUCTORY INFO IN PREFERRED LANGUAGE

MAY

NOTIFICATION OF FINAL EVENT CALENDAR IN PREFERRED LANGUAGE

JUNE

REMINDERS OF FARMERS MARKET EVENTS PERSONALIZED TO ZIP CODE AND PREFERRED LANGUAGE

JULY

NOTIFICATIONS OF BENEFITS ADDED IN PHASE 2 AND 3 IN PREFERRED LANGUAGE

AUGUST - OCTOBER

SERIES OF REMINDERS TO USE UNREDEEMED BENEFITS PERSONALIZED TO ZIP CODE AND PREFERRED LANGUAGE

OCTOBER

END OF SEASON SURVEY

**HYPOTHESIS:
JUST IN TIME,
PERSONALIZED
COMMUNICATION ->
INCREASED
ENGAGEMENT &
REDEMPTION**

OUTCOMES & LEARNINGS

- **PHASED FMNP DISTRIBUTION**
- **EARLIER FMNP DISTRIBUTION**
- **EXPAND MARKET REACH**
- **PERSONALIZED COMMUNICATIONS**

OUTCOMES

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ISSUE FMNP BENEFITS AT ADVERTISED “FARMERS MARKET EVENTS” STAFFED BY OUR CLINIC WIC STAFF

Highest Redemption

PHASE 2:

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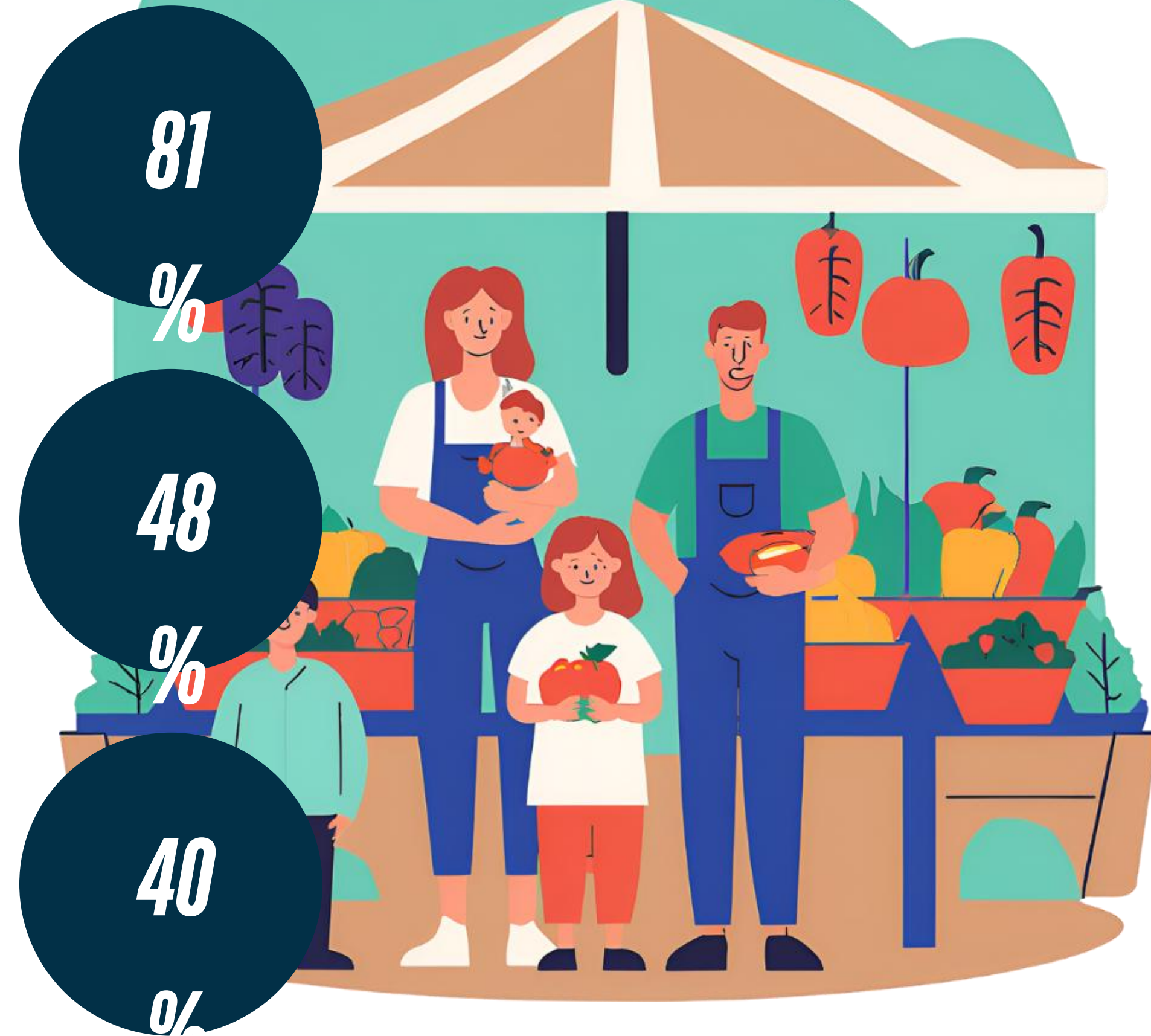
Next Highest Redemption

PHASE 3:

ISSUE BENEFITS TO FAMILIES WHO EXPRESSED INTEREST IN RECEIVING FMNP BENEFITS, BUT DID NOT RECEIVE BENEFITS IN THE PREVIOUS TWO PHASES. SEND E-MAIL OR TEXT NOTIFICATION WHEN BENEFITS ARE ISSUED.

Lowest Redemption

PERCENT OF BENEFIT REDEEMED



OUTCOMES

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Lowest Redemption

PERCENT OF FAMILIES WHO SPENT ANY OF THE FMNP BENEFITS

81

%

PROS - ABLE TO DISTRIBUTE BENEFITS QUICKLY AND EFFICIENTLY

CHALLENGES - NEWER PARTICIPANTS HAVE LIMITED ACCESS TO PROGRAM

59%

PROS - ABLE TO DISTRIBUTE BENEFITS QUICKLY AND EFFICIENTLY

CHALLENGES - SOME FAMILIES WERE NOT ACTIVELY ENGAGED IN PROGRAM AND/OR EXPECTING BENEFIT CHANGES AND COMMUNICATION FROM THE PROGRAM

42

%

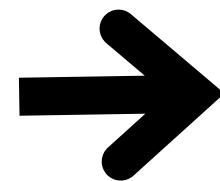
OUTCOMES

PHASE 1:

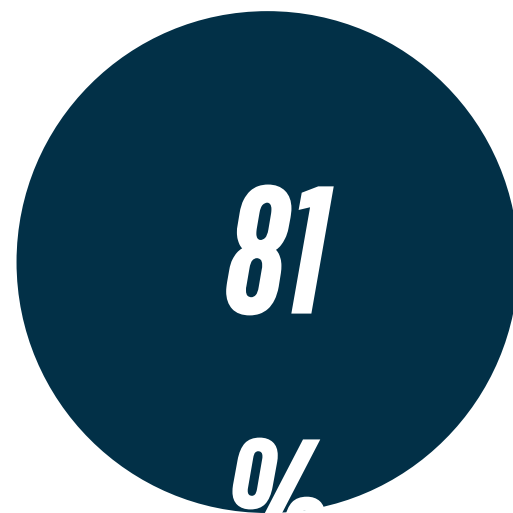
ISSUE FMNP BENEFITS AT ADVERTISED "FARMERS MARKET EVENTS"
STAFFED BY OUR CLINIC WIC STAFF

REPEAT SHOPPING IN PHASE 1 GROUP

JULY 7TH



OCTOBER 31ST



EARLIER FMNP DISTRIBUTION

- **START ADVERTISING IN MARCH**



- **START FARMERS MARKET EVENTS IN EARLY JUNE**

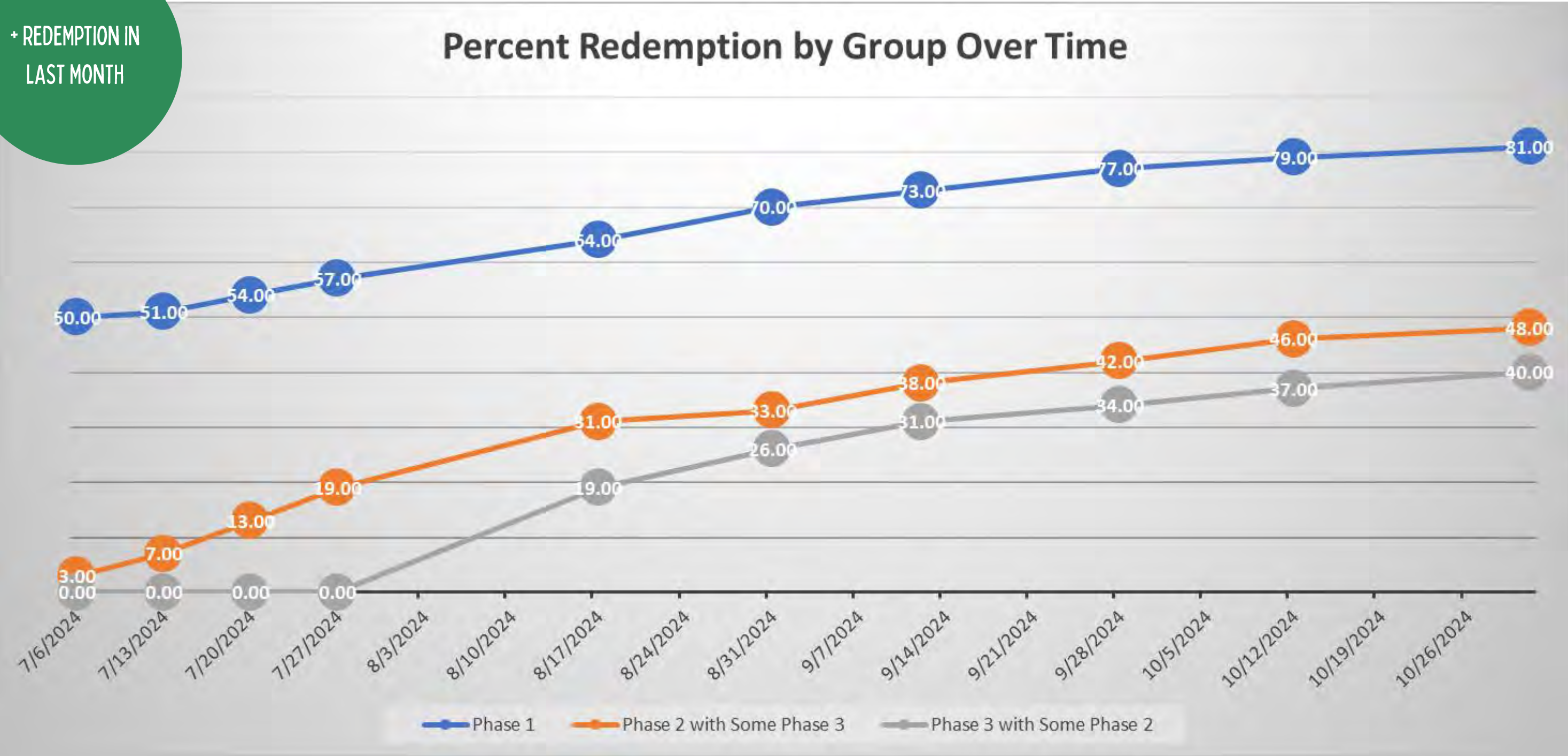
MORE LIMITED PRODUCE SUPPLY
VENDORS DIDN' T SEEM READY YET
WEATHER EVENTS

- **FINISH FMNP DISTRIBUTION BY AUGUST**



+ REDEMPTION IN
LAST MONTH

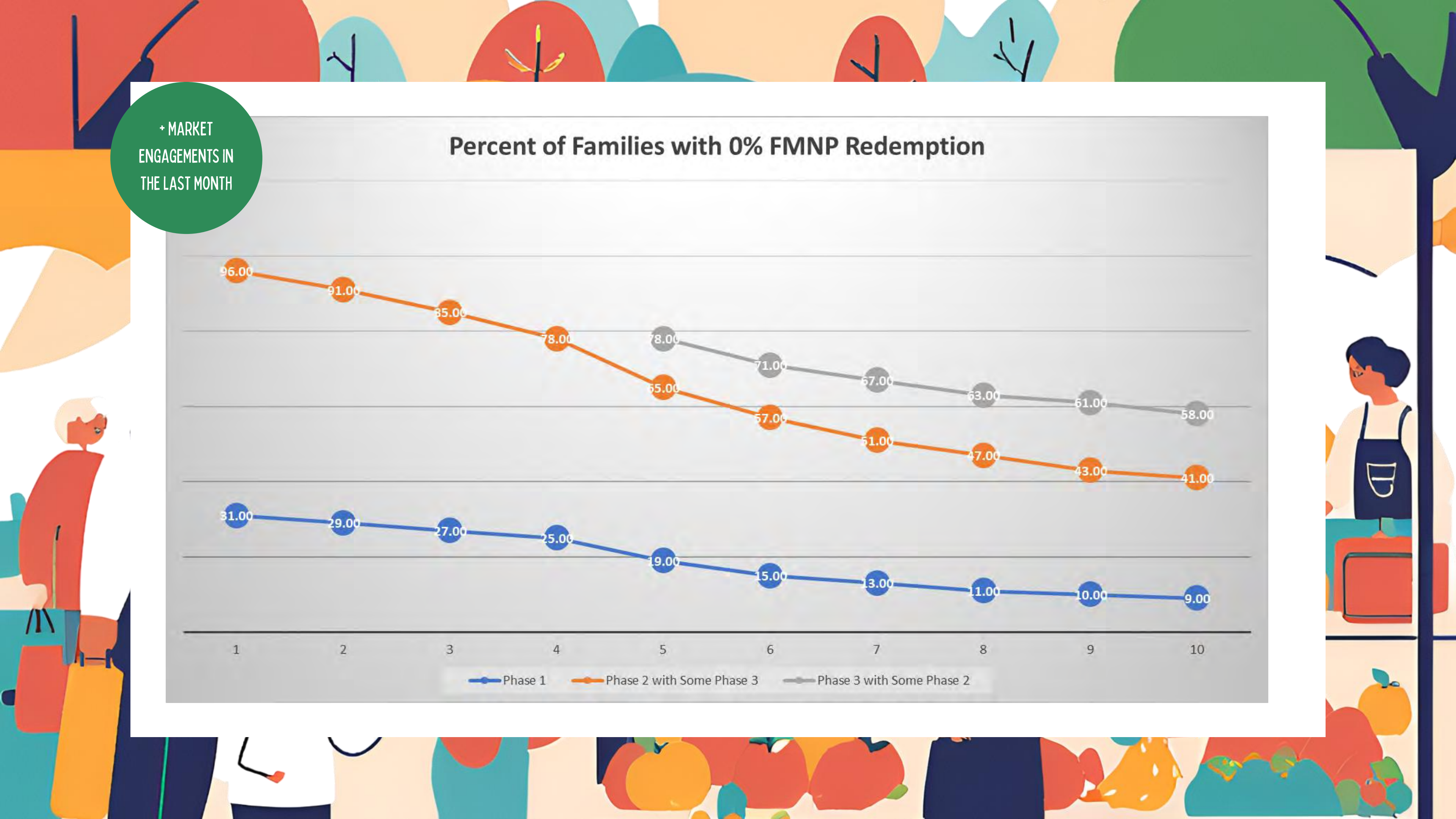
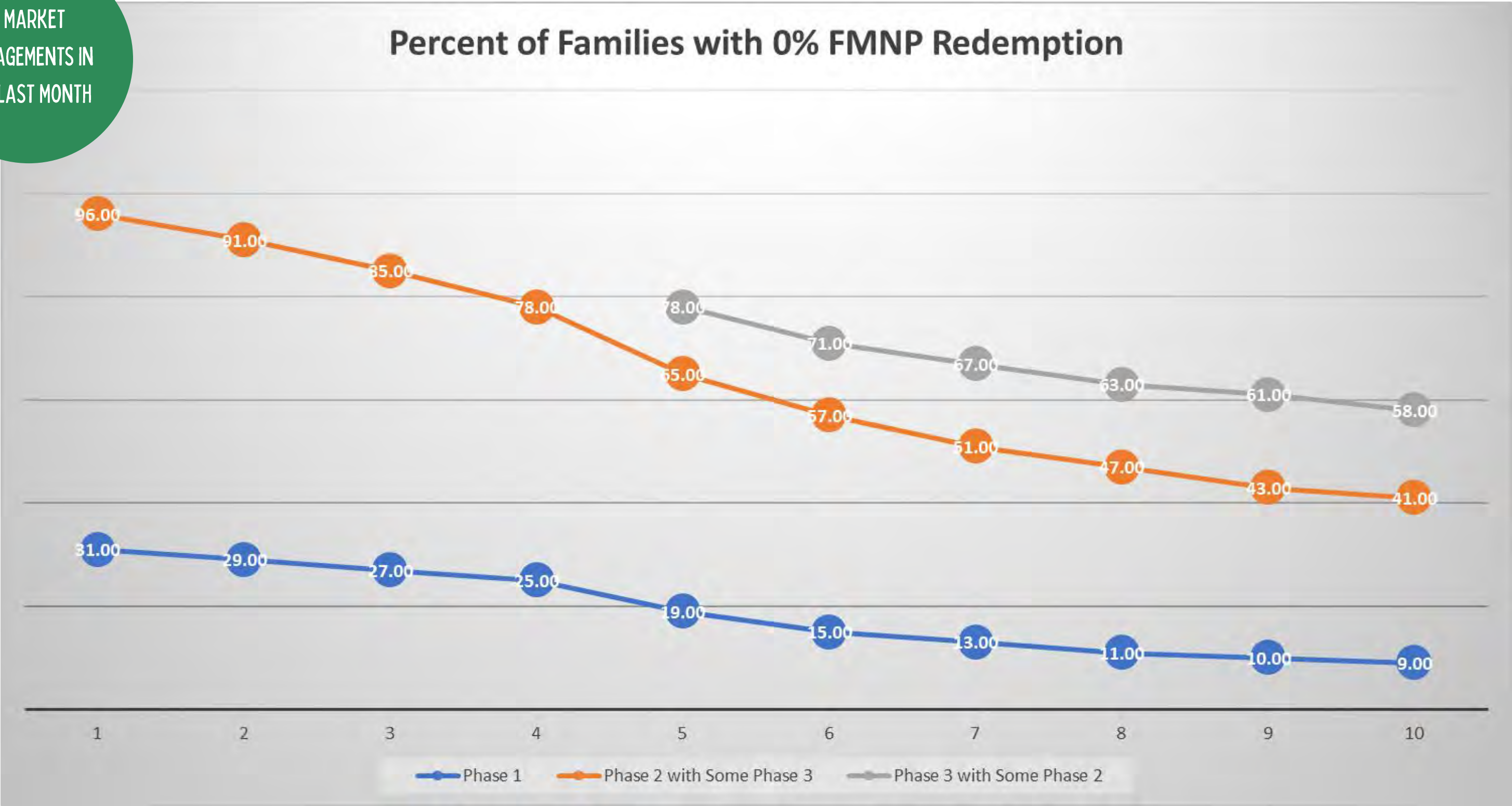
Percent Redemption by Group Over Time



Phase 1 Phase 2 with Some Phase 3 Phase 3 with Some Phase 2

+ MARKET ENGAGEMENTS IN THE LAST MONTH

Percent of Families with 0% FMNP Redemption



EXPAND MARKET REACH

NO WRONG DOOR POLICY

10 ESTABLISHED MARKETS

8 NEW MARKETS

26 TRADITIONAL MARKET EVENTS

4 SELF-SERVICE MARKET EVENTS

PERCENT OF BENEFIT REDEEMED

81%

PROS - SHOPPING SUPPORT AT THE POINT OF SHOPPING, INCREASED ACCESS ACROSS KING COUNTY

CHALLENGES - STAFFING MARKET EVENTS, INTERNET AND POWER ACCESS

77%

PROS - ABLE TO OFFER 4 WEEKS OF ACCESS

CHALLENGES - BUSY MARKET INFO BOOTH, MARKET INFO BOOTH STAFFED BY CHANGING GROUP OF VOLUNTEERS, DIVERSE LANGUAGE NEEDS

73%

PERSONALIZED COMMUNICATIONS

JUNE

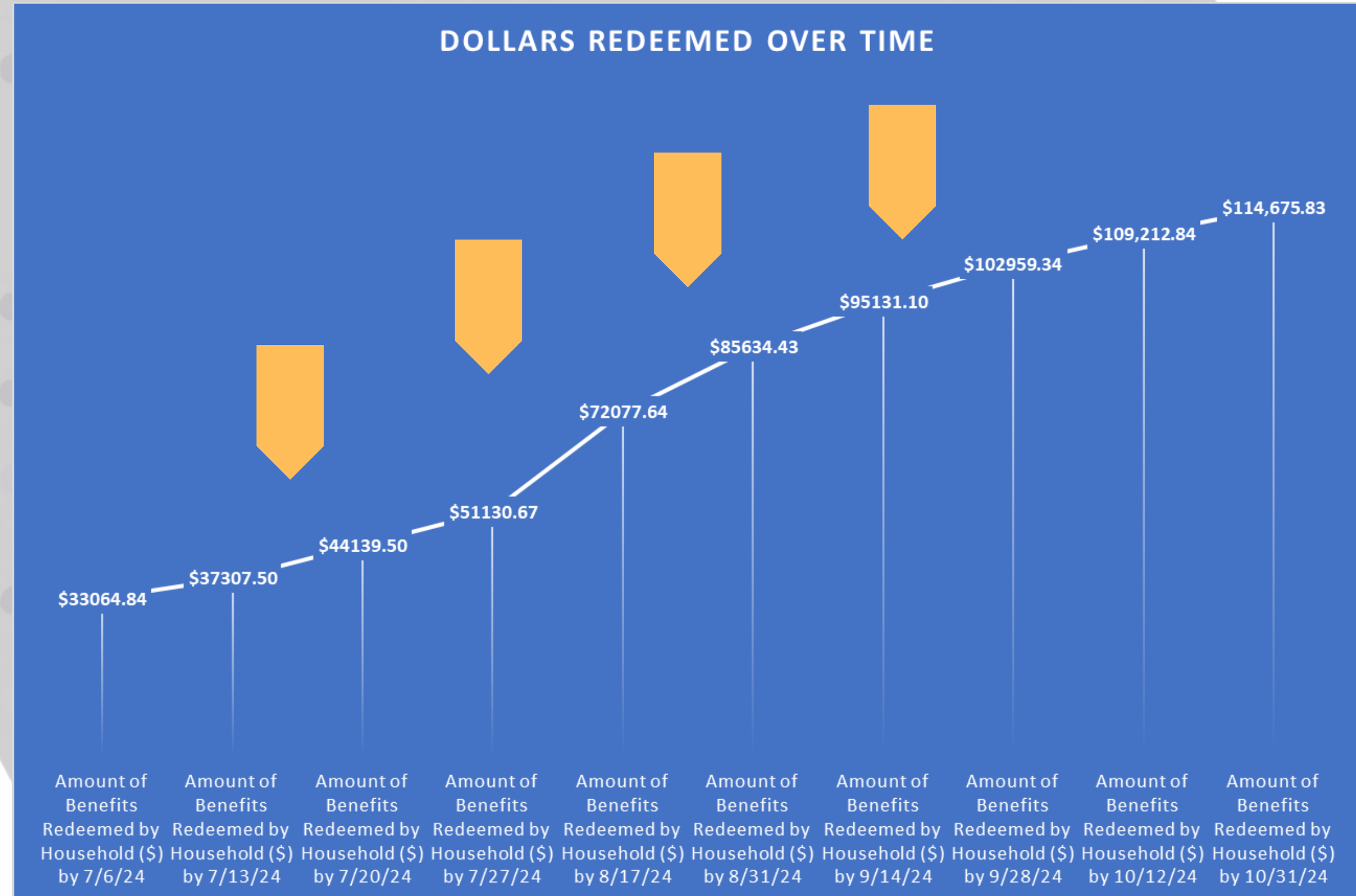
REMINDERS OF FARMERS MARKET EVENTS PERSONALIZED TO ZIP CODE AND PREFERRED LANGUAGE

AVERAGE OF 5% RESPONSE RATE TO REMINDER MESSAGES SENT OUT

MARKET EVENT ENGAGEMENT DOUBLED OVER THE PRIOR YEAR.

AUGUST - OCTOBER

SERIES OF REMINDERS TO USE UNREDEEMED BENEFITS PERSONALIZED TO ZIP CODE AND PREFERRED LANGUAGE



PERSONALIZED COMMUNICATIONS

OCTOBER

END OF SEASON PARTICIPANT SURVEY

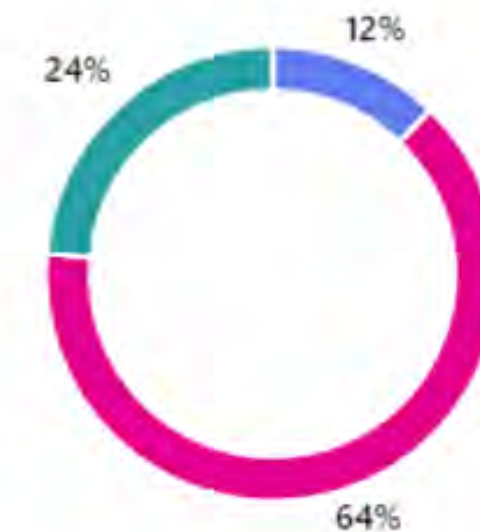
How helpful were the reminder e-mails/texts about the Farmers Market events and shopping?

Very Helpful	181
Helpful	86
Not Helpful	13
Very unhelpful	2
I did not receive e-mails or texts.	49



How do you feel about the number of e-mails and texts you received?

I received too many e-mails/texts.	40
The number of e-mails/texts I received was just right.	210
I didn't receive enough e-mails/texts.	77





QUESTIONS?